



Requests for Offers

ECONOMIC DEVELOPMENT

Spur the growth of a diverse economy that creates good-paying jobs and provides equal access to economic prosperity.

Summary

- Economic development is essential to New Orleans' survival and quality of life
- A net loss of nearly 75,000 jobs (31%) in the post-Katrina period (measured from August 2005 to September 2009) within the City limits accounted for $\frac{3}{4}$ of the total job losses for the metro region in the aftermath of the hurricanes.
- Bold leadership, clear strategy and rejuvenated City programs can – with backing from business interests and other levels of government – usher in an era even more successful than the past.
- Reinvestment and historical strengths like international trade, combined with a new focus on areas like digital media and the medical corridor, will diversify and strengthen the economy.
- We need user-friendly, efficient and predictable systems for issuing permits and licenses.

Result Map is attached, showing what factors influence this result.

Outcome Measures that best indicate that the results are being achieved (maximum 3 outcome measures)

- Per capita income
- Net new jobs
- Perception of business climate, as measured by survey of businesses

Purchasing Strategies (*The Results Team is seeking budget offers to...*)

1. Stimulate high-wage jobs creation for City residents.
2. Diversify the job market and types of businesses in the City.
3. Improve customer service for businesses seeking City services.
4. Increase transparency of City processes and procedures that affect businesses.
5. Increase opportunities for disadvantaged businesses to grow and prosper.
6. Improve the skills of the workforce, both entry-level and professional.
7. Ensure a successful Summer Youth Employment program.
8. Create a Mayor's Entrepreneur Council.
9. Work aggressively with federal, state and regional officials in pooling resources for business and job creation.
10. Encourage partnerships between the City and regional and local business groups and economic development organizations to develop new business ideas.

Budget offers will be evaluated in the context of the Mayor's values with an emphasis on:

- Achieving Results
- Measurable Indicators
- Collaboration
- Customer-focus
- Efficiency and Cost Effectiveness
- Research or Evidence-based Practices